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Mexico's President Fox visits Canada

In late October, Mexican President Vincente Fox led a delegation of eight ministers, parliamentarians, press and business representatives on a working visit to Canada.

In addition to celebrating several anniversaries—60 years of official diplomatic relations, 30 years for the Seasonal Agricultural Workers Program and 10 years of trade growth under NAFTA—the visit focused on the future of the Canada-Mexico bilateral relationship.

Partnership enhanced

The centrepiece of the visit was the launch of the Canada-Mexico Partnership, a high-level public-private forum that will bring together business leaders, academics and senior policy makers to build strategic networks and partnerships, facilitate cooperation and enhance opportunities for economic development and investment.

President Fox also met with businesspeople from both Canada and Mexico during working lunches

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Photo: Dave Chan/PMO

On October 25, 2004, Prime Minister Paul Martin and Mexican President Vicente Fox addressed Parliament.

Get on board trade mission to China

CHINA — January 18-25, 2005 — International Trade Minister Jim Peterson will lead a trade mission to China to introduce Canadian businesses to this market and help companies already active in the region expand and strengthen their commercial ties there.

In the recent Speech from the Throne, the Government of Canada committed to putting particular emphasis on new and emerging markets such as China, India and Brazil in order to take advantage of the growing opportunities in these markets. Broadening and deepening bilateral trade and investment with these countries is a priority for Canada and will reinforce efforts to build a 21st-century economy.

China offers tremendous commercial potential for Canadian businesses in sectors such as financial

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President Fox visits Canada

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organised by the Canadian Council of Chief Executives, the Economic Club of Ottawa and the Canadian Chamber of Commerce. Underlining the countries' expanding commercial relationship was an agreement reached between the Consejo Mexicano de Commercio Exterior Inversion y Tecnologia and the Canadian Association of Importers and Exporters. Also, several agreements were signed between Export Development Canada and Mexican businesses that will foster the expansion of relationships with Canadian companies. (see article below)

Next year marks the 100th anniversary of official Canadian commercial representation in Mexico, an excellent opportunity to continue to expand business ties and build upon Canada-Mexico successes to date.

For more information, go to www.international.gc.ca/mexico-city/menu-en.asp.

Photo: Brigitte Bouvier/PMO

Mexican President Vicente Fox addresses attendees at a State dinner in Ottawa.

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EDC deals support sales to Mexico

Export Development Canada (EDC) concluded four financial agreements that will facilitate an additional $166 million in export sales to Mexico.

"Canada's trade relationship with Mexico remains strong, and these transactions are the most recent examples of this," said Gilles Ross, EDC's acting president. "EDC is committed to ensuring that Canadian exporters and investors continue to tap into the full range of opportunities that the Mexican market offers by continuing to structure and deliver the financing and insurance that they need to identify opportunities and close deals."

Credit facilities to Mexican companies such as Nemak, Navistar and Galvak will benefit Canadian exporters in the automotive and industrial equipment sectors, while the bonding guarantee for Q'Max Solutions will facilitate the export of equipment and services from Alberta's oil and gas sector.

Since EDC first established its permanent representation in Mexico in April 2000, and then again in 2002 in Monterrey, business volume in that country has grown from $1.2 billion in 1999 to $2.45 billion in 2003.

For more information, go to www.edc.ca/docs/news/2004/2004_news_e_6015.htm.

EDC provides trade finance and risk management services to Canadian exporters and investors in up to 200 markets. Founded in 1944, EDC is a Crown corporation that operates on commercial principles.

Stretch into the U.S. Midwest apparel market

CHICAGO, ILLINOIS — March 19-22, 2005 — The Canadian Consulate General in Chicago would like to invite Canadian apparel manufacturers and designers to participate in the **8th Annual Women's Apparel Rep Locator Trade Mission**.

If your women's wear company is looking to enter the U.S. market, or if you need additional market information to make a decision on your entry strategy, be part of this rapidly expanding event. Participants can hear from experts in a focused educational forum and find a local rep.

Starting with an intensive half-day series of lectures and discussions from industry experts, participants can learn about the Midwest apparel market. Learn about the trends and buying patterns of this unique market, how to select and motivate a rep, negotiate distributor agreements, sell items on-line and move products across the border.

Based on the profiles of the participants and their companies, each speaker tailors their presentation to the needs of the group.

Exhibit at StyleMax

Canadian manufacturers and designers can also exhibit with the Canadian pavilion at StyleMax, a large women's wear trade show that will feature over 450 booths and more than 3,000 clothing lines.

The pavilion will help Canadian participants to gain greater visibility and draw in targeted reps to visit their space and view their merchandise. With the success of the past seven trade missions, American reps have come to seek out Canadian lines, appreciating the products for their quality and quick delivery times.

But that's not all. The Canadian trade mission will host a reception—a special forum for participants to meet industry specialists. In fact, more than 200 reps and buyers are expected to attend.

"Almost all of the Canadian companies that have attended this trade mission found at least one suitable rep or interested boutique," says Ann F. Rosen, Business Development Officer at the Canadian Consulate General in Chicago and organizer of the trade mission. "In fact, several companies made their final rep selections at the show and left their goods for their new ones to sell at future shows in the U.S. Midwest."

So book fast as space is reserved on a screened first-come, first-served basis. **For more information**, go to www.chicago.gc.ca and click on "Doing Business in the U.S.", or contact Ann F. Rosen, tel.: (312) 616-1878, e-mail: ann.rosen@international.gc.ca, or Erin Murphy, e-mail: erin.murphy@international.gc.ca.

Canadian designers and manufacturers present their wares to Chicago's finest at the Women's Apparel Rep Locator trade mission. From left: designer Ana Kuzmanic; Max Goyakovich, sales and marketing director for Ana Kuzmanic; Award-winning designer Arthur Mendonça; Emmanuel Ceyte of Milani Fashions; and Elaine Siegel of Heaslip Canada (hats and accessories).

New Canadian Consulate General opens in Miami

In mid-November, International Trade Minister Jim Peterson officially opened the Canadian Consulate General in Miami. The mission has been upgraded from a consulate as part of the Government of Canada's Enhanced Representation Initiative (ERI)—a step that reflects the importance of the Florida market for Canada.

"Canada and Florida have an impressive story to tell," says Minister Peterson. "Our enhanced representation through this consulate general will allow us to deepen our already close personal and business relationship."

The new mission will offer a full range of services, including expanded assistance in the areas of international business development, trade, investment and technology, among others.

In an address to the Canada-Florida business community, Peterson said that protectionism is a problem that affects

continued on page New Consulate

Fair features products for elderly and disabled

Osaka, Japan — April 21-23, 2005 — Canadian exporters of health care products are invited to participate in **Barrier Free 2005**, an international trade fair that features products and services for the elderly and the disabled. This annual trade show is expected to attract over 350 exhibitors, both domestic and international, and over 100,000 visitors.

Some products that will be featured include: mobility aids; automobiles for the disabled; handrails; lifts; hoists; toilet equipment; diapers; washing, bathing, kitchen and hearing aids; chairs and desks; beds; rehabilitation and training equipment; sports and physical recreation products; and, house reconstruction.

There will be a Canadian booth and the Canadian Consulate General in Osaka would like to share this space with qualified exporters. The deadline for applications is December 31, 2004, after which space will be booked on a first-come, first-served basis.

For more information, contact the Canadian Consulate General in Osaka, tel.: (011-81-6) 6212-4910, fax: (011-81-6) 6212-4914, e-mail: osaka-td@international.gc.ca, Web site: www.itp.gr.jp/bf.

Trade mission to China

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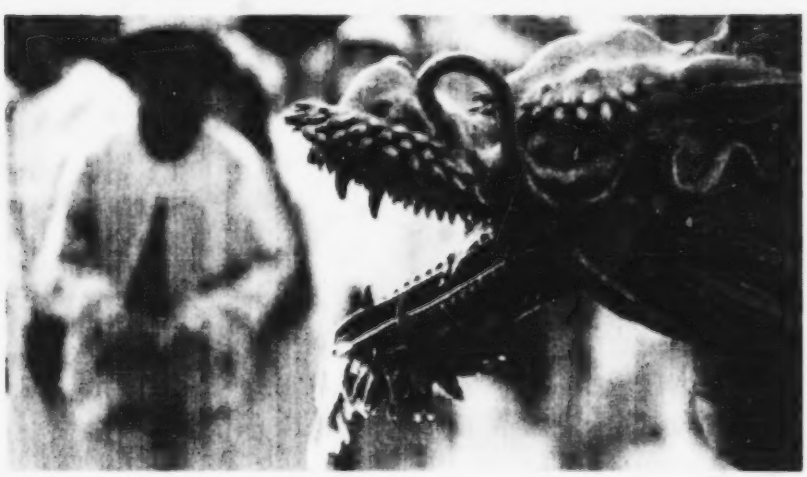
services, education, natural resources, transportation, agri-food, information and communication technologies, biotechnology, aerospace and tourism.

China's economy has grown by almost 8.5% per year over the last decade, and it is now the seventh-largest economy in the world in terms of GDP. Since its accession to the WTO in December 2001, China has further opened its markets and deepened economic reforms. As imports to China increased by 40% in 2003 compared to the previous year, China rose from sixth place to third as a world export destination.

China boasts an increasingly powerful industrial infrastructure that is driving greater integration with the economies of East and Southeast Asia. All of these elements make China a very attractive market for Canadian companies. In fact, China is Canada's second-largest merchandise trading partner after the U.S. For the first nine months of 2004, Canada's exports to China increased by almost 45% compared to the same period last year.

The trade mission's registration deadline is January 6, 2005. **For more information**, go to www.tcm-mec.gc.ca/china2005.



Food show a window to Asia

Hong Kong — May 10-13, 2005 — The Canadian Consulate General in Hong Kong and Agriculture and Agri-Food Canada are organizing a Canadian pavilion at **HOFEX 2005**, the Asian international exhibition of food and drink, hospitality equipment, supplies and technology.

HOFEX attracts buyers from China, Hong Kong, Korea, Taiwan, the Philippines and Macao and the pavilion will connect Canadian food and seafood companies with potential buyers in Hong Kong and China.

As Hong Kong consumers become increasingly concerned with health issues and the safety of their food, Canada's image as a producer of wholesome, safe and natural food is particularly appealing. Hong Kong, which imposes no tariffs or import restrictions on most food items and relies heavily on imported food, is an ideal market for the launch of new and innovative food and seafood products in Asia.

With the exemption of import duties under the China-Hong Kong Closer Economic Partnership Agreement (CEPA), Hong Kong is not only a showroom to consumers in China but it is also becoming a production base for the Chinese market.

For more information, go to www.ats.agr.gc.ca/hofex or www.hofex.com.

Canadian companies connect at French housing show

Salon Maison Bois, a wood housing trade show, was recently held in Angers, France. This year's edition attracted over 48,000 visitors and 207 exhibitors—a sign that this show should not be missed given its reputation as an important and rapidly expanding event.

Canada sent a delegation of 21 companies and four government bodies, making it the largest foreign delegation there. Participants ranged from small businesses to large multinationals representing every facet of the housing industry, from garden sheds to mansions and everything in between.

Getting results

Canadian exhibitors, all of which showcased in the Canadian pavilion, featured prominently at this event. The pavilion was organized by Canada Wood, the Quebec Wood Export Bureau, the SHQ (Société d'habitation du Québec) and B.C. Wood.

The Canada Mortgage and Housing Corporation, together with the SHQ, organized several networking activities. Canadian exhibitors reported that they were very satisfied with the numerous connections they made, some of them forging ties with over 60 contacts. Given these promising results, the Salon Maison Bois will no doubt be a trade event to watch next year.

For more information, go to www.salon-maison-bois.com.

Opportunities abound for Canadian service firms

More than ever, Canadian companies are discovering that their services are in demand around the world. To compete successfully, these firms need to know how to tap into the wealth of opportunities that exist in foreign markets.

Governments and businesses worldwide are facing a myriad of challenges: from resource limitations and outsourcing specialized functions, to skills upgrades, training and staying competitive. Canada's vibrant service industry can export the solutions for these and many other challenges.

Opportunities

Finding out about international opportunities is not as difficult as one may believe. Following trends in industries that pertain to a service firm's area of expertise can provide insight into developments in particular markets. Keeping track of new government initiatives and announcements or regulatory changes in target markets can open doors for the provision of specialized services. Seeking out the successful bidder of a large contract and inquiring about subcontracting opportunities can lead to business abroad.

Export leads can also be found through the Internet and on-line news services. But Canadian firms have the added advantage of **e-Leads**, the International Business Opportunities Centre's (www.e-leads.ca) electronic leads system. This free subscription service delivers international business leads to the desktops of businesses interested in exporting their services. Combined with SourceCAN (www.sourcecan.com), Canada's national e-marketplace and business portal, e-Leads helps Canadian firms get wired for international business opportunities.

Companies seeking current and actionable market intelligence can also take advantage of market studies and reports prepared by International Trade Canada at www.infoexport.gc.ca. These studies cover various industry sectors and markets around the world, providing valuable information on market trends, growth potential and key contacts at home and abroad.

There are a number of routes firms can take to export their services but they all begin in the same place: at home preparing for export success. Regardless of the size of the business or the service it offers, Canadian service firms looking to export will find the bulk of export preparation is conducted before they leave the country. And they need not tackle this preparation alone. Trade Team Canada Service Industries (TTCSI), part of the Team Canada Inc network, is helping service companies that are seeking exporting opportunities abroad.

TTCSI works directly with industry to plan joint international business development initiatives. It develops information products for service firms, promotes alliances to target international opportunities, pursues projects financed by international financial institutions such as the World Bank, and seeks opportunities for Canadian companies in public-private infrastructure markets. Any firm exploring export opportunities relating to capital projects, infrastructure, consulting or other services can benefit from the assistance of TTCSI.

So take a world view and export your services. Join other Canadian service firms experiencing the benefits of increased sales and profits, diversified markets, new approaches to business and global competitiveness.

For more information, go to http://exportsource.ca/services_e to read *Take a World View: Export Your Services*, or call Team Canada Inc's Export Information Service at 1 888 811-1119.

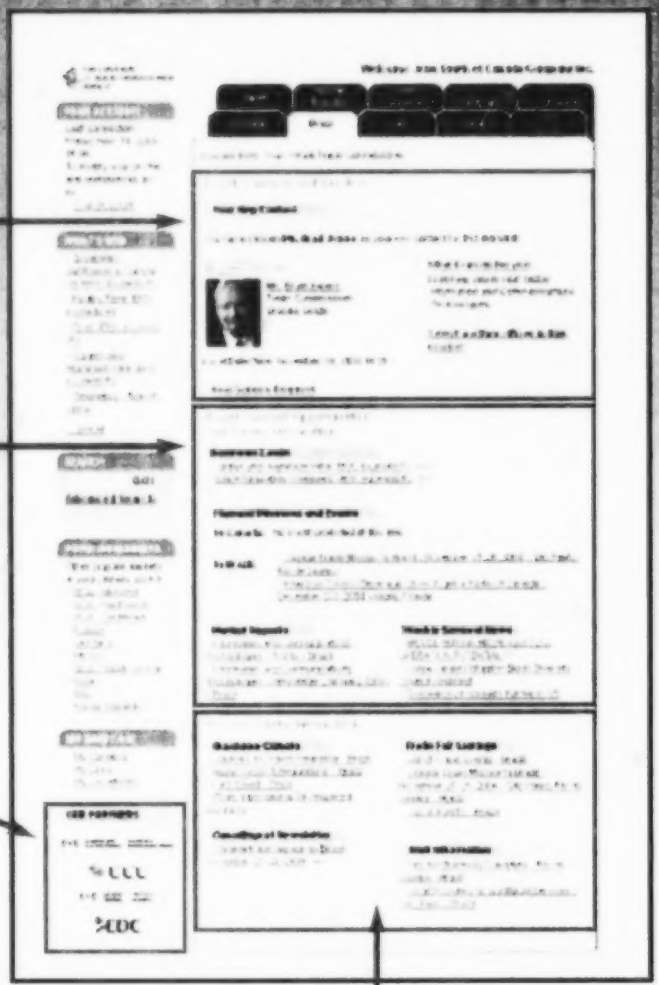
THE CANADIAN TRADE COMMISSIONER SERVICE

VIRTUAL TRADE COMMISSIONER
PERSONALIZED INFORMATION AND SERVICES

Are you a Canadian exporter or Canadian company that is export ready? Have you researched and selected your target markets? Are you spending hours sifting through mountains of Web sites searching for good market information? If you have answered "yes" to these questions, register as a client of the Canadian Trade Commissioner Service and receive a Virtual Trade Commissioner.

Here is a sample of a

Virtual Trade Commissioner personalized page



Meet your Trade Commissioner

The Virtual Trade Commissioner displays photos, contact information and biographies for the trade commissioners responsible for your selected industry sectors and markets. It also makes it easy for you to request services on-line from over 800 trade commissioners abroad.

Current Opportunities and Sector Information

The Current Opportunities and Sector Information section delivers a listing of qualified business leads, upcoming missions and events, and market reports and news. Navigate between your selected markets by clicking on the tabs at the top of your page.

Our Partners

International Trade Canada is proud to be partnering with Agriculture and Agri-Food Canada, Canadian Commercial Corporation, Canadian Heritage and Export Development Canada to bring you the Virtual Trade Commissioner. Services offered by these partners will soon be available. Stay tuned!

For more information on the *Canadian Trade Commissioner Service* and to receive a *personalized Virtual Trade Commissioner*, visit:

www.infoexport.gc.ca

Country Information

Find market facts and advice on doing business in your target market. You can also find listings of trade fairs and relevant information to help you plan a visit to your target market.

Minister Peterson attends Canada-Chile free trade meeting

In late November, International Trade Minister Jim Peterson and Chilean Foreign Affairs Minister Ignacio Walker participated in the fifth meeting of the Canada-Chile Free Trade Commission in Santiago, Chile, on the eve of the Asia-Pacific Economic Cooperation (APEC) Joint Ministerial Meeting. Minister Peterson welcomed the progress that has been made to date in the implementation of the Canada-Chile Free Trade Agreement (CCFTA).

"Commercial relations between our two countries have flourished under the Agreement," says Minister Peterson. "It is an outstanding example of how trade liberalization benefits citizens and businesses in both countries."

Santiago, Chile

Committed to the future

Minister Peterson and Minister Walker reiterated their commitment to implement the CCFTA, and to review ongoing work. They took note of the progress in the negotiations to add a government procurement chapter to the CCFTA, and adopted two declarations that improve the transparency and efficiency of the investment chapter.

The declaration on non-disputing party submissions helps to clarify the process for third-party submissions in investor-state arbitration. The declaration on open hearings confirms Canada and Chile's intention to request that all investor-state arbitral hearings be open to the public.

The two ministers noted that the agreements on labour and environmental cooperation, which were signed together with the CCFTA, have helped to enhance Canada-Chile relations. These agreements have enabled the two countries to discuss labour and environment issues in an atmosphere of mutual trust.

The meeting was also an opportunity for both ministers to exchange views on other forums. Specifically, the ministers:

- committed to working with other World Trade Organization members toward an ambitious outcome in the lead-up to the next WTO Ministerial Conference in Hong Kong;
- reaffirmed their commitment to concluding a comprehensive and high-quality Free Trade Area of the Americas agreement; and
- discussed the important contribution that APEC is making to promoting trade and investment in the Asia-Pacific region.

Minister Peterson also took the opportunity to reiterate the importance of reopening Chile's market to Canadian beef exports. "Trade resumption should be based on science," he said.

Two-way goods trade between Canada and Chile reached $1.2 billion in 2003, an increase of 68% over its level in 1997, when the Agreement came into force. "Investment has also been a clear success of the CCFTA. Canada is now the third-largest investor in Chile, after the U.S. and Spain," added Minister Peterson.

For more information, go to www.international.gc.ca/tna-nac/bilateral-en.asp#01b.

New Consulate General in Miami — *from page 3*

all of North America. He cited softwood lumber, BSE, wheat and swine as examples, and took the opportunity to invite parliamentary colleagues to take part in trade advocacy days.

"Ninety-six percent of trade with our southern neighbour is dispute free," added Minister Peterson. "We need to get as close to 100% as we can. We do this through continued dialogue, and I invite my parliamentary counterparts to come along."

While in Miami, Minister Peterson also announced the results of a 2004 study entitled *The Canada-Florida Economic Relationship*, which shows that Canada is Florida's number-one overall economic partner, source of foreign tourism and top source of foreign direct investment. This report will be used as an advocacy tool to underline how important Canada is to Florida's economy. The report was produced by InfoAmericas, a regional market intelligence and consultancy firm.

For more information on this study, go to at www.miami.gc.ca.

AGRICULTURE AND AGRI-FOOD

NUREMBERG, GERMANY — February 24-27, 2005 — Canadian firms looking to explore opportunities in the organic agri-food and natural products sectors may wish to exhibit in the Canadian pavilion at **BIOFACH**, the world's largest organic trade fair. **For more information**, contact Brian Bonner, Agriculture and Agri-Food Canada, tel.: (613) 759-7642, fax: (613) 759-7506, e-mail: bonnerb@agr.gc.ca, Web site: http://atn-riae.agr.ca/biofach.

CONSUMER PRODUCTS

TORONTO — February 10-13, 2005 — **The Interior Design Show** is now in its seventh year and features thousands of products and services for the residential design market. This show attracts 50,000 visitors including 8,500 trade professionals. **For more information**, contact The Interior Design Show, tel.: (416) 599-3222, Web site: www.interiordesignshow.com.

ENVIRONMENTAL INDUSTRIES

BEIRUT, LEBANON — February 16-18, 2005 — The **Integrated Waste Management Conference and Exhibition** will feature technologies for the management of medical, industrial, transportation and chemical waste and wastewater. **For more information**, contact Anbar Nashashibi, President and CEO, International Business Alliance Group, tel.: (011-961-1) 751-180/1/2, fax: (011-961-1) 751-179, e-mail: ibag@ibagrp.com, Web site: www.ibagrp.com.

SANTIAGO, CHILE — March 15-17, 2005 — The third annual **Efficient 2005** is a conference on the sustainable use and management of water. **For more information**, contact the International Water Association, tel.: (011-56-2) 234-4873, fax: (011-56-2) 234-4873, e-mail: info@efficient2005.com, Web site: www.efficient2005.com.

ICT

SAO PAULO, BRAZIL — March 1-4, 2005 — **Telexpo** is Brazil's premier information and communications technology exhibition. **For more information**, contact William Jackson, Senior Business Development Officer, Canadian Consulate General in Sao Paulo, tel.: (011-55-11) 5509-4321, fax: (011-55-11) 5509-4317, e-mail: infocentre.brazil@international.gc.ca, Web site: www.telexpo.com.br.

ACCRA, GHANA — March 3-14, 2005 — **INDUTECH** is the Ghana industry and technology exhibition and its theme for 2005 is *Transforming Ghana's Industrial Sector Through Information And Communication Technology*. **For more information**, contact the Ghana International Trade Fair Centre, tel.: (011-233-21) 779-023, fax: (011-233-21) 773-143, e-mail: agi@agi.org.gh, Web site: www.agi.org.gh.

SHANGHAI, CHINA — March 15-17, 2005 — **electronica and Productronica China 2005** is two trade shows in one; electronica is a fair for components and photonic technologies, and Productronica features manufacturing technologies. **For more information**, contact Brigitte Mertens, Canada Unlimited Inc., tel.: (416) 237-9939, fax: (416) 237-9920, e-mail: bmertens@canada-unlimited.com, Web sites: www.canada-unlimited.com or www.global-electronics.net/id/21317.

MULTI-SECTOR

DHAKA, BANGLADESH — February 24 - March 25, 2005 — The **Dhaka International Trade Fair** is one South Asia's mega multi-sector trade shows. This event provides manufacturers and exporters an excellent opportunity to display their products and advanced technologies to more than 10,000 visitors everyday. **For more information**, contact the Bangladesh High Commission in Ottawa, tel.: (613) 234-3633, fax: (613) 567-3213, e-mail: bangla@rogers.com, Web site: www.epbbd.com.

OIL AND GAS

MANAMA, BAHRAIN — March 12-15, 2005 — **MEOS 2005** is the 14th Middle East oil and gas trade show and conference. Last year, there were 184 participating companies and some 5,200 visitors. **For more information**, go to www.aeminfo.com.bh, or contact the Canadian Embassy in Saudi Arabia, tel.: (011-966-1) 488-2288, fax: (011-966-1) 488-0137, e-mail: ryadh-td@international.gc.ca.

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